

# FASHION PHOTOGRAPHY

## SUMMER COURSE



**2021**  
**2022**

# FASHION PHOTOGRAPHY

This course brings together the key concepts of photography and fashion to provide students with a 360 degrees training in fashion photography. By teaching **technical photography skills** but also offering an **insight into the fashion industry**, this course gives students a comprehensive understanding of fashion and the role a fashion photographer has within this industry. In order to provide students with an “insider” point of view, they will **study and work with professional fashion photographers, make-up artists and stylists, and model agencies.**

**COURSE DATES:** JULY 4, 2022 – JULY 9, 2022

**SCHEDULE:** from Monday to Friday classes will be both in the morning and in the afternoon; on Saturday you will have a morning class only.

·Classes: 9:30-12:30 and 14:00-17:00.

**Total amount of hours: 33**

All classes are both theoretical and practical.

**Language of instruction: English**

**LOCATION:** Istituto Italiano di Fotografia, via Enrico Caviglia 3, Milan (Italy)

## TOPICS:

- » Understanding the key concepts and styles of Fashion Photography
- » How to use light and exposure in fashion photography, including studio and natural light
- » Shooting techniques for fashion photography and organising a fashion shoot
- » Studio and on-location fashion shoots
- » Fashion styles and trends
- » Hairstyles and make up in Fashion
- » Fashion collections: structure, timing, themes
- » Brand charter: what it is and why it's important for the photographer
- » Materials and fabrics
- » Model casting for a fashion shoot
- » Postproduction in Fashion photography
- » Meeting/working with professional fashion photographers and stylists all classes are both theoretical and practical

**NUMBER OF PARTICIPANTS:** The minimum number of participants is 4, the maximum number of participants is 12. We'll confirm the course activation to enrolled students by June 6, 2022. This way, you will have the time to organise your travel. If the course isn't activated, course fees will be refunded in full.

## PREREQUISITES:

- » Good photographic skills and knowing how to shoot manually (es. knowing about aperture, time, exposure)
- » Knowing the principles and function of photographic composition
- » Knowing how to manage files (raw and jpg)
- » Knowing how to use Adobe Photoshop

## REQUIRED EQUIPMENT:

- » A digital reflex camera; a memory card and batteries compatible with your camera
- » A battery charger (and an adapter to European socket, if your charger doesn't have an Italian plug)
- » Optional: a USB flash drive or hard drive to facilitate file transfer

**CERTIFICATE:** Certificate of attendance.

**PRICE:** 800€ (taxes included)

## HOW TO PAY:

**Methods of payment:** cash, check or bank transfer (instructions for the payment will be received via email upon filling in the enrollment form).

**Enrollment fee:** to be paid when enrolling (the enrollment fee secures your place in the course and is not refundable).

### Payment options:

- » Option 1: a single 800€ payment when applying (by May 23, 2022)
- » Option 2: pay the 200€ enrollment fee when applying; pay the 600€ balance by May 23, 2022

## HOW TO ENROLL:

- » Fill in the online Enrollment form
- » Provide a copy of your passport
- » Pay the 800€ course fee by May 23, 2022

**WITHDRAWAL:** Students can withdraw from the course at any time. Enrollment fees are not refundable. The refunded amount depends on when the student will withdraw. If you withdraw from the course, you will receive:

- » a full refund (the enrollment fee is not included), if you withdraw by May 6, 2022
- » a 50% refund (the enrollment fee is not included), if you withdraw by May 23, 2022
- » no refund, if you withdraw after May 24, 2022

## WHY SHOULD YOU STUDY AT ISTITUTO ITALIANO DI FOTOGRAFIA?

Istituto Italiano di Fotografia (IIF) is a leading school in the photographic industry, and IIF in English is its international department. Knowing how important it is to provide students with both a global and a local point of view, a few years ago IIF decided to open the school to English-speaking students.

IIF is an avant-garde and multifunctional school, and it sees photography as an innovative expressive language. Therefore, it provides its students with solid training and artistic sensitivity, and teaches them contemporary photography languages to communicate across cultures, borders and markets.

IIF consists of three different sections, but each of them has the same goal: training professional photographers. The three sections are:

**SCHOOL** - Vocational photography courses and evening classes since 1992.

**ARTSIDE** - Exhibitions, publications and events to showcase IIF talents.

**PRODUCTION** - A Photo Production Company that develops projects for its clients, offering the best IIF students a chance to enter the labour market.

Some of our clients are: Ermenegildo Zegna, Teatro alla Scala di Milano, Mipel, Fujifilm Italia, Nokia, Visa, Illy Caffè, McDonald's, Barilla, Costa Crociere.

## PROFESSOR SARA EL BESHBICHI:

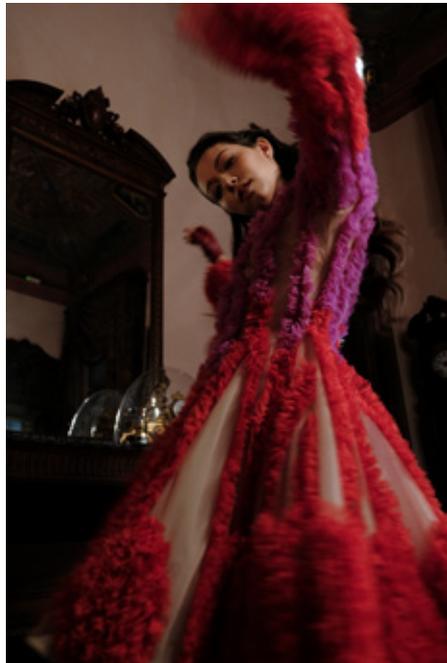
Sara El Beshbichi was born in Milan in 1990. A sicilian-egyptian aquarius with her head in the clouds, Sara showed great artistic sensibility from a very young age. Her love for beautiful things materialised in her study path. She went to Brera High School for the Arts, then she graduated with honors at Brera Academy with a thesis on nonverbal communication and photography. Later she enrolled in IIF Biennial Photography Course, where she worked for two years as a photo assistant.

Her passion for photography emerged during her studies, while her passion for fashion is the natural development of her aesthetic vision and artistic culture.

After her studies she started working as a graphic designer and postproducer for international fashion weeks. Now she works internationally as a freelance commercial and editorial photographer.



ISTITUTO  
ITALIANO  
DI  
FOTOGRAFIA



**Caterina Santini**  
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